

REAL LIFE HEALTH COACHES

Stories from actual people
making a difference in the
world as health coaches



HEALTH COACH INSTITUTE
spark the change



Real people. Inspired careers.

CONSIDERING A CAREER IN
HEALTH COACHING?

WE BELIEVE HEALTH COACHING
IS THE BEST CAREER EVER.

Health coaches can:

- Help people transform their health... and their lives
- Work from anywhere in the world
- Have a meaningful, exciting career part-time or full-time
- Earn \$5,000 - \$10,000+ a month or more
- Be part of a worldwide, passionate, health conscious community

Can I Really Make A Living As A Health Coach?

If you love the idea of health coaching, but you're not sure you can make a living doing it, or you're not sure that people will take you seriously, then you'll love these stories of real-life health coaches.

They started from scratch just like you, and now have dream careers helping hundreds of clients across the globe get healthy.





What is Health Coaching?

Health Coaching is one of the most exciting, lucrative industries to be in right now. Health coaches are changing the future of healthcare.

People want help. With the relentless demands of work and life responsibilities, they're more stressed, burnt out and depressed than ever. They are finally realizing that what they've been doing is no longer working and they are looking for something greater.

But making change without support and accountability is really difficult. It's not that people don't know what to do, it's that we're creatures of habit. 95% of our behavior occurs out of habit, either unconsciously or in reaction to external demands.

That's why we struggle to make changes that last. Even when the need for change is obvious and our intentions are strong we often fall short. Consider:

95% of those who lose weight on a diet gain it back and a significant percentage gain back more than they originally lost.

Even after a heart attack, only one of every seven patients makes any enduring changes around eating or exercise.

That's a problem, and all the diet industry can offer is "Eat fewer calories and exercise more."

If that worked, it would've worked.

25% of people abandon their New Year's resolutions after one week. 60% do so within 6 months. The average person makes the same New Year's resolution ten separate times without success.

Why is that? Because they don't have support or accountability. Doctors, dietitians and other practitioners either don't have the time or the skills to help people stay motivated and follow through to get a lasting result. So people default to their set habits, even when they know those habits make them feel lousy. Without the right support and accountability, this dysfunctional cycle will continue and in many cases, get worse.

It's time for a shift. Health coaches are at the forefront of this influential shift in how we do health and how we do life.

Our **Unique** Approach

There is a very important change happening in the health coaching industry. Most health coaching schools focus on teaching students dietary theory and how to give advice about food or nutrition. Studying nutrition information is great, and we do include that in our curriculum, however it's not where health coaches can make the biggest impact.

The counterintuitive truth is that effective health coaching is not about food! It's about habit change and how people make choices for themselves. When you change a habit, you change a life.

So what is the new definition of a health coach? Our premise is that a health coach is a **master of habit change**. Healthy habits create healthy results.

Our goal is to create the best coaches in the world in the art and science of habit change so we we can collectively contribute to the healthy planet we all want to live in.

Our curriculum draws on cutting edge psychology, brain science and healthy lifestyle design. Through the 6-month professional certification training you will learn the secrets to facilitating transformational experiences for your clients and loved ones that has them embody a new way of being that will create a positive ripple in every area of life.

If you've been looking for that one unique, well designed educational experience that will create a total breakthrough in the quality of your personal and professional life, then it's no accident that you find yourself here. In our ground-breaking health coach certification we will teach you the art and science of habit change so clients get real, lasting results.





If they can do it, **you** can too!

Prepare to be inspired as our health coaches share:

- How they knew health coaching was right for them
- How they knew when it was the right time to start their health coach training
- How their lives changed as a result of becoming a health coach
- What kind of clients they work with
- What surprised them most about what really gets results for their clients
- Why they don't worry about people taking them seriously
- Their personal advice for someone who is considering becoming a health coach

Ready to see what your future looks like?

Carey & Stacey

Carey Peters & Stacey Morgenstern
Health Coaches, Founders of Holistic MBA

P.S. To learn more about how to start a career as a health coach, go to healthcoachinstitute.com.



LAUREN STRANGIO

UKIAH, CALIFORNIA

I am a 30 year old mom of 2 boys, and almost 5 months pregnant with my 3rd boy. I have a corporate job at a utility company full time, as well as building my coaching business part time.

Hours per week: 10-20

Paid per client: 90 day - \$1497

Monthly income: \$1497-6k

Who do you work for? I help men and women who want to ditch the guilt and judgement around food and weight so they can have their freedom back. So the client can go from frustrated to freedom, in 90 days.

How did you know health coaching was right for you?

I knew Health Coaching was right for me when I realized that there was more than just telling people information about what they could do to be better or change. I was giving people information and they would do nothing with it! So when I realized that there was a missing piece, and then found HCI, and they mentioned that right away, I knew it was a perfect fit.

How did you know when it was the right time to start your health coach training?

I had something in my soul that was yelling at me! Well, I guess that's how I would describe it. I knew I wanted more than the corporate job that I didn't have a passion for, I knew I wanted to share my passion of nutrition and health and learn new skills to help me reach more people.

How has your life changed as a result of becoming a health coach?

My life has changed in so many ways, it has been the ripple effect for sure. My marriage is better, because I am following my dream and learning skills that help all the relationships in my life be more balanced. By saying YES to myself, I am no longer pushing away my desire to do more and BE more. I am a better mom, because I really try to practice self-care, which makes me have more patience.

What kind of clients do you work with?

I work with men and women who want to free themselves from the guilt and judgement around food and weight.

What has surprised you most about what really gets results for your health coaching clients?

What has surprised me the most has been the fact that its best to move slow, and if I am worrying if I am doing enough, than I am doing it right! The slow progress and behavior change needs to happen at a pace that ecology is not disrupted. By really focusing on their love safety and belonging along the way, is what helps the clients move forward without fear, or less fear.

Do you worry about people taking you seriously as a health coach?

I think I worry whenever I dive into something new, but once I get a foundation in the new skill, my confidence shines through. The more I see the change in my clients lives', the more I feel confident commanding a higher fee. What we are doing is a priceless service.

What is the biggest obstacle that you have faced in your health coaching career and how did you overcome it?

The biggest obstacle, surprisingly enough was saying YES to myself. Once I gave into my desire to want to be more, and the want to serve people in the way I knew I could serve them, everything fell into place. I



LAUREN STRANGIO

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overcame this obstacle by really having a heart to heart with my husband. Once I knew I had his support, I was unstoppable.

What advice do you have for someone who is considering becoming a health coach?

My advice would be that this is the right career for you if you want to reach people at a deeper level. If you want to connect to yourself in a deeper way. If you want to bring joy to all areas of your life and are willing to push yourself to a new standard. Then DO IT!



MELISSA BINKLEY

FORT LAUDERDALE, FL

Proud mother of a beautiful teenager daughter, Michayla, married to an amazing wife, international inspirational speaker, former corporate job to entrepreneur in my early 20s, athlete, former fitness model and trainer. Certified Holistic Health Coach, Transformation Coach and Body Image Expert.

Hours per week: 25-40

Paid per client: \$3k-\$10k

Monthly income: \$10k-\$15k

Who do you work for? Self-Employed, currently hiring other coaches to work for my company

MELISSABINKLEY.COM

How did you know health coaching was right for you?

Well, it's really funny because I didn't actually really know what health coaching was when I started. I knew that I was not personally well and I was at a crossroads in my own life. I had been a fitness and figure competitor for years and I was a personal trainer, and I was running a gym, but I was really ill and frustrated. So when I decided to go to school for health coaching, I thought it was just going to be an add-on to what I was already doing. Little did I know that it would completely change my life, and I would change my whole focus in my business.

How did you know when it was the right time to start your health coach training?

I was so ready for a change. I knew that I was looking for something greater, I knew I wasn't happy with where I was in my life, I knew I had to change both physically and mentally. Between my job, my health and an eating disorder, I needed a change. I knew that I couldn't keep going on in my life the way I was, especially because I have a beautiful daughter and I wanted to her see me happy and healthy.

How has your life changed as a result of becoming a health coach?

I started as a health coach almost five years ago now, and now I'm the CEO of a wellness company. I created my own special program, the Body Love Method, and completely stepped away from personal training. I'm actually healthier, I'm happier, and I actually have a completely different life. I've built a team of wellness coaches, and I speak around the country, and even internationally. My relationships are better, my family life is better, and I how I want to live instead of feeling like I didn't have control over my lifestyle.

What kind of clients do you work with?

I work with are women that struggle with body image, self image issues, eating disorders, food addiction, and what I call "Perfectionist Paralysis", where we try to appear so "perfect" to the world that we end up paralyzing ourselves and our lives. They don't get the things done that they want to because it's not going to be as perfect as they'd hoped. My clients often feel like they're not good enough or not healthy or well enough.

I've also brought in a team of coaches that specialize in other areas, so that people that I'm speaking to around the country can be served no matter what problem they want solved. That took a lot of pressure off of me, because I realized that I don't have to learn everything myself.

I can just collaborate with other coaches and together we can help more people.



MELISSA BINKLEY

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What has surprised you most about what really gets results for your health coaching clients?

This is a huge one, because what has surprised me most about what gets results for clients is that it's not about advice. In the beginning you want to give your clients a lot of advice, you want to tell them what they should or shouldn't be doing because of all the information you've learned.

And the thing is that the advice gets them nowhere. What I've learned is that letting clients come to their own conclusions, release the past and shift their belief patterns is really what gives them their best results.

It's been a very powerful shift for me to discover that as a coach, instead of being another person someone goes to that gives them a list of things to do, that actually coaching somebody through a transformation is what creates wellness in their lives. When I truly learned to coach instead of just giving advice, that's when clients started making huge gains and changes.

Do you worry about people taking you seriously as a health coach?

I did worry in the beginning. I graduated from college, I have a degree, I have all that stuff. When I got into health coaching, I was like, "Well, who are they going to think I am? A doctor, a registered dietician...what are they going to think about me? What is a health coach really?"

What I realized is that when I established myself in my community people started to understand who I was and the value of transformational coaching, that whole fear went away.

People will take you seriously if you're passionate and love what you're doing, and show that you are truly walking the walk and talking the talk. I collaborate now with other practitioners, because I know how to coach someone to really change a habit and most practitioners don't, so it's a highly valuable skill. Every year health coaching gets more established and people really are starting to understand the power of it.

What is the biggest obstacle that you have faced in your health coaching career and how did you overcome it?

At first it was getting clients. It seemed hard to do, but really what that was me getting in my own way. My biggest obstacle was actually my own mind. I didn't believe myself and that showed up in my business. I had to work a lot on my own mindset and really find a great support system.

The two big things that changed everything for me was having mentors and coaches - that changed everything. And the one thing that was the scariest thing for me to do was to hire a team. Between investing in mentors and hiring a team, that's what catapulted me to the next level in my business.



MELISSA BINKLEY

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What advice do you have for someone who is considering becoming a health coach?

I say it's all about what you love. Do what you love and don't ever give up. Finding the right support from people and a community who believe in you is the biggest thing. If you love it, do it.

The other thing is, do not hide out behind your computer and think you're going to make thousands of dollars online without building something first. Get out there and meet people, do not hide out behind your computer. I think so many times at the beginning as a health coach, you think, "Oh I'm going to do this program and then people are just going to come knock on my door." And it doesn't always work out that way.

So get out, get the support, find the community that will support you, and get out from behind your computer and do what you love. You can turn your health coaching education into a career and a lifestyle that you love.



SHAYNA MAHONEY

BARNSTABLE, MA

I am a wife, daughter, sister and friend. I own a successful kitchen and bath showroom with my husband. I am a coach who gives women hope to release anxiety and depression naturally. I am passionate about what I do. I love to travel and continuing growing personally and professionally.

Hours per week: 8-25

Paid per client: \$127-\$2,997

Monthly income: \$5k average

Who do you work for?

Self-Employed

SHAYNAMAHONEY.COM

How did you know health coaching was right for you?

It's so funny, I had never really even heard of health coaching. I wanted to be an elementary school teacher actually, and I was in college going to school full time. And after my first semester of college, my dad started taking a statin drug to lower his cholesterol. He was on it for three weeks when he began to experience severe muscle damage and he became disabled.

I started getting really interested in how we could have prevented that. He owned his own business, he couldn't work anymore and it was terrifying. I was the oldest child trying to help run the family business and it was really scary, very stressful.

I started to do research, and started getting curious about health and nutrition. I started taking better care of myself and feeling better, and then I heard about health coaching. At that point I just wanted to help others because I totally transformed my own health, and I wanted to help others do the same.

How did you know when it was the right time to start your health coach training?

After my father got sick and I started taking better care of myself, I did a lot of research. As soon as I found health coaching schools that I liked I was like, "You know what? I'm all in, I really want to do this." Even though I was still going to college full time, and helping to run the family business and nannying, and I was really busy. People thought I was insane, but I was like, "No, now is the time! I'm not waiting, this is something I really want, and I'm not going to wait for it." So, I just, I knew, and I felt it in my gut that it's what I really wanted to do.

How has your life changed as a result of becoming a health coach?

I was soooo not taking good care of myself before I became a health coach. I thought I was kind of healthy because I was thin, but once I hit college I started to gain weight quickly. I was bloated, I had bad acne, and I was just miserable. Once I went to health coaching school and started to learn how to eat better, that changed everything. I started to eat better, I started to find exercise that I liked, I stopped doing exercise that I hated just to do it. So, I lost thirty pounds, I was able to get off of Prozac which is an antidepressant I was put on when I was twelve, and everything changed, physically and emotionally. I can't imagine what my life would look like if I didn't do all that.

And as soon as other people saw the changes in me, they were like, "What are you doing? I need to learn, I need to work with you!" So I just dove right into health coaching as a career.



**SHAYNA
MAHONEY**

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What kind of clients do you work with?

Right now I'm so excited, I love the clients that I work with. It took me a little while to discover who my ideal client was, even though it was in front of me the whole time. Because I struggled with such severe anxiety and depression since a very young age and food and lifestyle changes helped me turn that around. I started to work with women struggling with anxiety and depression, whether they were on some type of medication for it, or going to a therapist, they were just looking for some other answer, ways to reduce it naturally. Those clients just kept appearing.

I work with teenage girls and women up to their fifties who are going through something in their lives and they are turning to sugar, to alcohol, to caffeine, and it's making their anxiety and depression worse. I love my clients!

What has surprised you most about what really gets results for your health coaching clients?

It's so interesting! At first, I thought I would just throwing a ton of information at people, that they would learn, and do everything that I did, and transform overnight. But as I went along I realized how important it was to be honest about my experiences and everything I went through, the hard times, the struggle, being on medication. And once I shared my story, my clients started to really open up and trust me. They would look at me and go, "Wow, you really get it." And that's huge.

That's where the transformation begins, I think. Working with someone you can trust and someone who believes in you and who can see that other side. Especially with women with anxiety and depression, it's really hard to imagine things differently, it's hard to imagine a better future and to hold that vision for them is really fun.

Do you worry about people taking you seriously as a health coach?

I always had loved school and loved learning, and after my Bachelors I had planned to go for my Masters and then for my Doctorate, and just go further and further to learn as much as I could. But once I got my Bachelors Degree and I realized, I didn't need to do that.

Even though I was only twenty three when I became a health coach, I just knew in my heart it's what I was supposed to do so I pushed forward. The thing that helped me build my confidence was talking about what I love and helping people. And any time I doubt myself, I go onto my success stories and my testimonials on my website and I'll just reread them, and it helps me remember "okay, what you're doing really is helping people!" right for me? Can I pull this off?" And I'm just curious, what was an obstacle that you faced in your health coaching career and how were you able to sort of overcome it or pull it off?



**SHAYNA
MAHONEY**

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What is the biggest obstacle that you have faced in your health coaching career and how did you overcome it?

One of my biggest obstacles is that from a young age I have struggled with anxiety, and social anxiety. I'm very shy, I'm an introvert, so I really had to push myself out of my comfort zone to grow my health coaching business. One of the biggest challenges was getting out and networking. I couldn't just sit in my house and hope people would call me and find me if I wasn't doing anything to get out there.

That was terrifying, but it was one of the BEST things I ever did because it built up my confidence. I was invited to speak at different events, and it's just been amazing. And of course I still get nervous sometimes, but I now the fear pushes me forward in a way. It gives me the motivation. So if it feels scary, that's my reason to do it now!

What's wonderful about coaching is that most of the time this past year I've been coaching over the phone. I love one on one coaching, because it's so intimate. And health coaching gives me the flexibility to do that, to make those choices about what my business looks like.

What advice do you have for someone who is considering becoming a health coach?

If you really feel pushed to do something or pulled to do something, then just do it! Your gut is never wrong. And if you ignore that pull, then it's going to just keep coming back up. So I think you're really feeling a pull to do it, just do it. It's going to make a massively positive impact in your life, it can't hurt you.



MARI CARMEN

PHILADELPHIA, PA

Former Human Resources Corporate leader turned full time holistic nutritionist and detox mentor. Mari works with independent professionals that are done with excuses and ready an amazing body and mind transformation to get to their ideal weight, have energy throughout the roof and experience the magic of self love.

Hours per week: 28

Paid per client: \$10,000

Monthly income: \$40k

Who do you work for?

Self-Employed

STREAMLINEDHEALTH.COM

How did you know health coaching was right for you?

I was in a different career - I was a human resources executive. I was working in helping people, but nothing related to health, right? But I have always been interested in nutrition and well-being, because it was a family value when I was growing up. I am from Spain, and when I moved to America and I saw how differently people eat, it was a trigger to pay even more attention to nutrition and the way food made me feel.

But it was not until I met a health coach that I knew I wanted to become one. I was taking a raw foods chef certification program, and the coolest and most knowledgeable and, by the way, cute people in the course were health coaches. I'm not kidding. They were mostly women, and they had an energy that was immediately attractive.

So I asked them, "What do you do?" And they said, "I'm a health coach." I'm like, what? A health coach? I have never heard that in my life. They were younger than me, full of life, but that day, I knew I wanted that. I wanted that. I knew this was going to be my path, I had no doubt—I immediately started making plans to find out more about where I could get the type of certification I needed so I could help people successfully.

How did you know when it was the right time to start your health coach training?

After I met these health coaches, I was forty six years old. So my initial plan was to retire in ten years, at 55 years old. I told to my boss, and after I did that I decided to hire a health coach myself. I met her at one of your events, and she was trained in your Transformational Coaching Method. And bam, I was like, screw the fifty five year old thing, this is happening for me much sooner!

So I enrolled right there and then when I was forty six years old. I knew it was the right time because it spoke to my heart—it was big a part of my career that was missing. As an HR person you're helping people all day long, you're helping them with their job, meeting their goals, public speaking training, you name it, but if their health is deteriorating, it's really hard to take them to the level they want to be, right?

So this was the part that was missing. When you start getting better, when your energy improves, everything else falls in to place, and then a door opens for a lot of other possibilities, promotions, a different job, and in my case a new career.



MARI CARMEN

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How has your life changed as a result of becoming a health coach?

My life changed 180 degrees. And the first thing that changed was that one of my four children was very sick. I had taken a lot of nutrition courses throughout my life before going to health coaching school, so I combined those things with the little bit of coaching that I learned, and I put my daughter through a three month health coaching program, and she was able to manage her disease to the point where she's not medicated anymore.

So that was life changing, and was the trigger to take some time off from my successful HR career. Once I did that my life really started to change, because I began improving my own health after a host of health problems a few years ago. From then on I knew that health coaching this was my path, I had no doubt.

And I'm bringing all my previous life experience into my coaching - your HR career, being a mother - I bring this whole tool box full of tools, values, and things from when I was growing up, from my engagement, and that is not related to nutrition necessarily, but it's wonderful to have. It makes me a well rounded health coach. coaches, and I speak around the country, and even internationally. My relationships are better, my family life is better, and I how I want to live instead of feeling like I didn't have control over my lifestyle.

What kind of clients do you work with?

That was something that I had to discover through practice. One thing I discovered is that the more I coached, the more my confidence grew. When I was confident enough, I discovered that I'm a better coach when I work with professional independent men and women just like me, the ones that are done with excuses and are ready for transformations.

And I don't seek them, they find me because they're ready to reach their ideal weight, have energy through the roof and feel alive and sexy again. And when I attract that type of client, and it's successful for me and for them.

I always talk about it my professional background with clients, it's not something I hide anymore. I used to think it wasn't important but it really helps my clients understand that I "get" them on a deep level.

What has surprised you most about what really gets results for your health coaching clients?

The biggest surprise is that the weight loss problem that they come to me to solve is never, never, never about the weight. 100% of the time! Losing weight helps of course, however if I don't tackle their underlying causes for having the extra weight in the first place, then there is no true success because they lose the weight and then they gain it back



MARI CARMEN

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Do you worry about people taking you seriously as a health coach?

A little bit, but let me tell you what I worried the MOST about. I was that person who was more worried or concerned about certifications and programs, and experience, because that was the life I came from in corporate. So I worried more about me taking me seriously at the beginning because it was ME that was the one that had the biggest doubts. I think some of my clients took me seriously before I started taking me seriously. So I needed serious work!

But because I was so impressed with the health coaches I met who had success in such a short time, I thought, “this is going to be okay.” You know, a lot of people that have crossed my path have inspired me and have had a similar story. They come from something that’s not necessarily nutrition or health coaching, and they take the leap, they doubt themselves, they struggle, and then boom. They gain the confidence and they take off in this career.

What is the biggest obstacle that you have faced in your health coaching career and how did you overcome it?

My biggest obstacle to conquer was my own fear. Why am I afraid to ask for money? Why am I afraid to raise my fees? Why am I afraid to tell people what I do? And I learned to move past the fear and into empowerment by discovering how to step back and identify what was really going on for me. And once I identified that I was okay.

But I do want to say that fears come back. They are all the time present, but how I approach them, how I view them and how I allow them to move me forward is what matters, instead of keeping me safe behind my computer.

Sometimes when I move forward to do something that I’m terrified of, I imagine that I’m holding hands with fear, and saying, “Come on, let’s go, come with me, it’s going to be okay.”

What advice do you have for someone who is considering becoming a health coach?

The first advice is to follow your heart. If you feel that being the sounding board of a client’s fears, problems, setbacks, negativeness, and challenges - if you feel like that is where you want to be, then go for it.

You could also hire a health coach or go to health coaching activities and classes like I did. Just remember - there are a lot people who have jobs they don’t like and they picture health coaching as an easier career. This work is as challenging or as committed as any other job. It’s hard work, and it’s extremely rewarding. Anything that is worth doing is going to be challenging at times.



RASUL DAVIS

SANTA MONICA, CA

Married 20 years to my main squeeze, Father of a beautiful 31 year old daughter, former U.S. Marine, Still wants to be a superhero.

Hours per week: 10-15

Paid per client: \$797 - \$2397

Who do you work for?

Self-Employed

THETOTALWELLNESSGUY.COM

How did you know health coaching was right for you?

I was always interested in health and wellness, and the body, and the mind, ever since I was a kid. I became a personal trainer after spending four years in the Marine Core, but I got frustrated because a lot of times I could sense that what my clients needed was to think about what they were eating, think about their lifestyle, their habits, their mindset and how to handle stress. So I knew that I needed to do something more with them, more like coaching, where I could talk to them and get clear on what is important to them. I've always considered myself a coach.

How did you know when it was the right time to start your health coach training?

One of my core values is freedom, and I never liked the dependency model that personal training engenders - I didn't like having to show up at the gym. I liked the idea of having the freedom and flexibility to work from anywhere, any time, with anyone no matter where their geographical location was. Now I have clients all over the place, and I really enjoy that.

How has your life changed as a result of becoming a health coach?

What's exciting is that I actually love, love, love - did I say love? - LOVE what I do. I love preparing to talk to my clients, I love talking with my clients, and I love the way I feel after talking with my clients....I really enjoy the process. I realized that no matter what I do for a living, I'm going to be spending a lot of hours doing it. So I wanted to enjoy the daily process, and I really enjoy the daily process of coaching people. And I get better results from clients coaching than I ever did personal training alone.

What kind of clients do you work with?

I tend to attract entrepreneurs and professionals, people who have been coached already in a sense that they were on sports teams, in the military, in corporate or they've had a mentor, so they understand the value of someone guiding them from the side. They do the work, but they have a guide that can help them see the blind spots that they can't see on their own.

My clients come to me to be stretched to the next level, and they recognize that they can't move to the next level in their lives if their health or their weight is getting in the way. And a lot of times, probably more than half, people come directly for the inner game work—the mindset stuff.



RASUL DAVIS

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What has surprised you most about what really gets results for your health coaching clients?

Here's an example: I had a client that I was working with as a personal trainer. She knew she needed to lose weight, but she didn't like going to the gym. So when I told her that I was leaving the gym and would health coaching over the phone, she signed up as a client. I helped her change her thinking around food, develop a lifestyle of movement that she enjoyed, and make peace with herself instead of being at war with her body. We got amazing results over the phone alone, which was really surprising and exciting.

Do you worry about people taking you seriously as a health coach?

Not really, because as a personal trainer my style was already very much like a coach. What surprised me was that people didn't understand coaching. It was surprising because coaching comes from the sports world, and the entertainment world—you can have a voice coach, or a coach on a football team, or an acting coach. And people didn't really get it.

So I had to help educate my clients on what coaches did. I felt confident about doing that because I've been trained really well and I have awesome mentors. I know what I'm talking about and I know that I can help people.

I'm never concerned with whether people take me seriously or not. I'm more looking to see if they take themselves seriously enough to get in conversation with me, so they can have what they say that they want in their health and their lives.

What is the biggest obstacle that you have faced in your health coaching career and how did you overcome it?

Money! I had to expand my ability to accept and make money as a coach. I learned how to do that by having great mentorship and by being around people who have already achieved what I want to achieve. I never thought that accepting money from people for coaching would be challenging, but it was. I also had to learn from my mentors how to price my services and understand the value I brought to my clients as a coach.



RASUL DAVIS

(page 3)

What advice do you have for someone who is considering becoming a health coach?

Well, the biggest advice I could give someone is that they need to do their research and be a part of a coach training that's not just going to talk about the nutrition and the physiological things that are happening, but that is going to teach them how to coach and how to run a business, like how to price your product and how to market.

Learning how to coach is especially important, because I find with my clients that it's never about the food or the lifestyle habits, it's about shifting what's going on inside the person so they can actually take the actions they need to take to move to the next level. You need to have a health coach training that touches all those points so that you have the full package when you launch your business.



ALYSON CHUGERMAN

BEACON, NY

Single Mom of 2 grown children,
Adventurist and World Traveler,
former Director of Marketing
for Eastman Kodak, Certified
Kinesiologist and Certified
Classical Homeopath

Hours per week: 25 - 40

Paid per client: \$169 - \$2,195

Monthly income: \$5k - \$10k

Who do you work for?

Self-employed, with an
acupuncturist, psychotherapist
and chiropractor

ATTAINTRUEHEALTH.COM

How did you know health coaching was right for you?

I realized it when I saw what a profound impact that food and good nutrition and healthy lifestyle had on my daughter. She was diagnosed with ADD, we decided not go the medication route. We changed our diets, we took out dyes, preservatives, additives, and sugar, and started eating healthier.

All of a sudden her life changed and it changed the rest of my family's life. And then for the next like, six, eight, ten years I was kind of coaching people - not officially - but they kept asking me, "Wow, what did you do? What have you done? What did you change?"

And I guess at some point I decided to make it official and actually go back to school and become a certified health coach. So it was really the profound impact that food can have on our health that made me a health coach.

How did you know when it was the right time to start your health coach training?

Well, in my case, I wanted to wait until my daughter was off to college before I started my career as a health coach. So about three years or so before she left home I thought, "Wow. I've been devoting my life to my kids, now I need to devote it to myself." And that's when I decided I needed to find a way to be certified as a health coach because that was my calling.

How has your life changed as a result of becoming a health coach?

Well, I think I've always had a purpose in life, but health coaching has really given me direction with that purpose. I mean, I help people make amazing changes, and that's made me happier, it's made me more confident and more positive. And each day leaves me with a little spark that ignites something in me that continually asks myself, "Who can I help next?" And that really gives me the determination to go on. I love helping people.

What kind of clients do you work with?

The age range of my clients is pretty broad - I've worked with children and all the way up to women in their 80's. I help clients with weight concerns, inflammation and hormonal imbalances.

I initially started working with children because of all the changes I was able to help my daughter with. And then I realized that you can't really change children, you really have to change the parents, mainly the mother. Then I found out that most of the moms had just as many health concerns that their kids did.

And myself, as I got older, I went through menopause, I had hormonal imbalances, I had weight concerns, I had inflammation and through lifestyle changes and nutrition I was able to help myself. So naturally it made me want <http://www.vibrantlivingsf.com/> to help my friends and clients with the same challenges.



**ALYSON
CHUGERMAN**

(page 2)

What has surprised you most about what really gets results for your health coaching clients?

Well I think that many women today want quick fixes, they are impatient, they want things to change dramatically. And a lot of times by the time people have come to me, they have been to many doctors, but nothing has really worked.

So by the time they get to me, they realized that a quick fix wasn't the answer. So just helping slow people down - I always start my sessions with meditation, whether it's on self acceptance or creating your heart's desire, or loving yourself more - so I think that what surprised me is that people knew they could slow down, get a grip on what's happening, and go through the process that they're supposed to through, then their health would start to return more quickly.

So that was surprising to me - that when people just slow down and be patient, the small changes they made had huge impacts. And that's such a relief, because there is so much pressure to feel like you have to learn every possible fact about nutrition or health or wellness, which is almost an impossible task. I tried to do that, and it doesn't work, except to drive yourself crazy.

Do you worry about people taking you seriously as a health coach?

Well, I think in the beginning you worry because you're kind of throwing yourself out there, which is exactly what I did. I was lucky enough to have office space available to me. So you hang a shingle and you start looking for clients.

But I think in my case, I built up a reputation locally in my town through hard work and perseverance. I did a lot of wellness fairs, a lot of speaking engagements for free initially, to just get lead generation until I could build up my list. I write a column now for my local newspaper and I'm always out in the community.

So what has happened is it took a little time, but your presence in your community makes all the difference. And of course, word of mouth, once you start getting clients, and you start helping them, they start spreading the word.

So initially, I was a little apprehensive about being taken seriously, but it's just about sticking with something and knowing that you know you have to just throw yourself out there. And things will start to happen. It might take a little bit of time, but you have to be bold and have perseverance.

I also initially worried about what doctors or nutritionists would think of me, but one of the things I learned from Holistic MBA was how to talk about what I did in a way that intrigued people.



**ALYSON
CHUGERMAN**

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CONTINUED: Do you worry about people taking you seriously as a health coach?

If thought health coaching is relatively new, if you can explain what you do in a way that would spark an interest in a chiropractor or doctor I think they are more apt to listen to you. I actually work now half a day at a chiropractor's office and another half a day in a doctor's office.

It took me awhile to get up the nerve to go in and meet them, but they're perfect referral partners. There are so many chiropractors and doctors out there, you just have to keep looking until you meet the ones that believe in what you do, which you will eventually.

What is the biggest obstacle that you have faced in your health coaching career and how did you overcome it?

The biggest obstacle for me was finding clients. You have to get yourself out there. You need to have an action plan, you need to get yourself out in the community and you need to build your list of potential clients.

I started by doing workshops at the local hospital for the diabetes association, or at the library. You start with a list of fifty people and it's just friends and family, and in a few years time I had fifteen hundred people on my list, and they're all local. I know every person on my list.

So it was a matter of getting out there and kind of pounding the pavement to start. Because if you don't—you could have wonderful programs but if you don't have anyone to offer them to, or send them to, then that's going to be tough.

This career doesn't happen overnight. It's something that builds over time and honestly, any solid career does build over time. "Overnight success" is rare.

What advice do you have for someone who is considering becoming a health coach?

If you have the passion, and the desire, and the drive to help others because of something that's happened in your life or to someone that you know or love, then you just need to go for your dream. There are so many people that need help out there! We need to be persistent, we just can't give up because people need us. Remember that passion is power. So if you're passionate about health coaching, then you need to just go for it.



ANGELINA DEWEESE

PACIFIC GROVE, CA

Mom of two

Hours per week: 10-25

Paid per client: \$350 - \$3,000

Monthly income: \$10K - \$15K

Who do you work for?

Self-Employed, works for HCI

PURE-NOURISHMENT.COM

How did you know health coaching was right for you?

I actually went to school for photography and media communications, and I never dreamed I would be a health coach.

Right before I moved to New York for my photography career, I had an experience of traveling to Thailand and my whole life did a 180 degree turnaround. I went from being really unhealthy to all of a sudden wanting to become healthy. I lost weight, I also had been doing drugs in my past history, so I was wanting to clean up my act and move towards having a healthier lifestyle.

So when I moved to New York, I decided the best place I could be is to work in a health food store, so I could learn how to be happy and healthy. And that's when I found out a little bit more about what health coaching is.

I also remember reading something about health coaching online, and I almost cried - I was just so moved by the idea that I could help someone like me, someone who has been really at the lowest of the lows in their life, become happy and healthy. And I could help them in a way that was really simple.

I'd personally been to doctors, I'd been to therapists, I've been to all these things, and many of them had helped me, but what I really wanted was someone in my corner to be my coach to just be happier and healthier.

I was so excited by health coaching, and I remember thinking, and thinking, and thinking about it, and over and over, and I was like, "This is it." And I was like, "Thank you god, this is my calling and I didn't even know it was my calling!"

How did you know when it was the right time to start your health coach training?

I didn't have any money to do it and nothing in my life said it was the right time... except for my heart. I was really excited about the idea. It was the first time I was that excited about anything in a really long time. It felt like there was a certain synchronicity - they say when the time is right the future appears, and that was what happened for me.



ANGELINA DEWEESE

(page 2)

How has your life changed as a result of becoming a health coach?

Oh my gosh, I make the joke that I would probably be a hot mess if I wasn't a health coach!

My life in many ways has become so much more rich, I've gotten the honor to know so many hundreds of women, get to know that we're all similar, our fears are the same, our excitements are similar.

I've personally been able to continue my health and personal growth journey, learning how to love myself, being confident in who I am - these things are not the typical things you get in a career. But in health coaching, if you ask health coaches, they would say that their career is closely connected with their journey of themselves, and becoming better people. I don't think that's something you can say about every career.

What kind of clients do you work with?

You know I've been surprised - I've worked with bus drivers, I've worked with companies, and teachers, moms, nurses. I remember when I first started out I would kind of look to see what someone was wearing to see if they could pay me. There were a lot of times when I assumed "Oh, this person won't hire me", but they did.

So it was interesting that I had a pre-conceived notion of what people would invest in, of who who would find health coaching valuable and who wouldn't. It blew my mind to find out what I thought was never right. There are so many people - from moms to dads to nurses and top CEOs running huge companies - that really want to feel healthy and have their easier lives. That was surprising to me.

What has surprised you most about what really gets results for your health coaching clients?

There was a woman who I met through my chiropractor, and she became my first client. I was so excited! I remember meeting with her, and I was so scared to say anything wrong, so I would sit there and listen to her the entire time. We went through my whole coaching program, and at the end of the program I thought that I must be a terrible health coach because I hadn't said anything, and I felt like nothing happened for her.

And shortly after our program completed, I received a twenty seven-page, handwritten letter from this client, and she was thanking me, telling me about how her life changed, about all the weight she lost, how much happier she was....She wrote, "You know, I've always wanted someone to listen to me."

And I thought to myself, "Oh my gosh." I thought I needed to know more information to be a good health coach, and that's not what I needed at all. She taught me that just being present with somebody is the most powerful force there is. That was one of the huge things that I learned about what helped people to achieve their goals, is just to listen and be with them. It's not all about what information we know or what information we think we should know, at all.



ANGELINA DEWESE

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Do you worry about people taking you seriously as a health coach?

Absolutely I worried about it. I was like, “well, how is somebody going to know if I know enough or not?” There are doctors and there are chiropractors....where does “Health Coach” fall in there?

That changed when I went to a local networking meeting with of all these holistic MDs. I was really nervous walking into the meeting, thinking that there was no way they’re going to take me seriously. I thought, they’re going to ask for my credentials, I have a certification, and, “Oh, what kind of certification?” “Oh ya, it was only a short program,” and that’s all I’m thinking about as I’m walking in the door.

What happened was that one of the doctors had a question about a patient, and I just talked about how to help him coach her around where her head is on her particular health issue. And all of a sudden he, his eyes just darted out of his head, and I could see the sparking in his brain thinking, “Oh my gosh, there are so many ways I could use her, I could work with her, she could help me in so many ways.”

I saw that he saw that health coaching was a missing link that would actually give his patients true success and true health. So he became the first of many doctors that I partnered with in my area. I helped them with their typical patients, their challenging patients, patients that they thought needed a little extra TLC. It was such a wonderful connection.

And so I went from being really scared and not thinking anybody would take me seriously, to sitting here respected by a lot of MDs in my area.

Another quick story on this topic - a new client came in who was a therapist in my area. She asked me what my prices were. I had been in business for awhile, and I have pretty high fees, and she just looked at me and she said, “Well, what makes you think you can charge more than I do, and I have a PhD?”

And I told her, “It’s because I’m confident that I can help people get true results. This is what it costs to have that from me.” It was one of those experiences where the outside world challenges you, like “Well who are you to do that?”

But my training helped me feel confident enough to know that my value wasn’t about how much I know, it was about the subtle skills of masterful coaching that helped me to know that I could get a person from point A to point B.



ANGELINA DEWEESE

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What is the biggest obstacle that you have faced in your health coaching career and how did you overcome it?

When I was thinking about this question, the one thing that came out of my head is, "Don't walk, run!" This really is the career of a lifetime. My personal life has changed, I personally stay healthier because I'm a health coach. I am constantly looking at ways to become better, and serve better, all around.

Not only that, but there is a huge need out there. This is not like taking up knitting. I love knitting, knitting is great, but there is not a huge universal need right now. In health and wellness, we need people to help sort out some of the difficult stuff that's going on with humans today. I think health coaching is a perfect career, there is so much satisfaction in it. So don't walk, run.



ASHLEY WILSON

BOSTON, MA

ex-corporate finance leadership
track

Hours per week: 25

Paid per client: \$170 - \$1,997

Monthly income: \$2K - \$4K

Who do you work for?

Self-Employed with Business
Partner

How did you know health coaching was right for you?

When I was in college, I was training for a marathon. There was a weekend workshop where a health coach came in and gave a talk on how to eat and train for the marathon. I started following her, because I thought her job looked like a really fun.

As soon as I graduated college, I went into finance for six years. But health coaching popped back into my life and I had this feeling that it was what I wanted to do.

I think what attracted me to health coaching is that I've always been a really good listener. I've always loved solving problems, and I love helping others wake up to what turns them on in life, and in that sense I felt like coaching was a really nice fit for me.

How did you know when it was the right time to start your health coach training?

I've had a couple of "now or never moments" in my life: one was when I was working and I decided to take a leave and do a yoga training, and the other was when I enrolled in health coaching school. Somehow an advertisement came to my email inbox and I was like, "You know what? I don't care about how this is going to work or all the details, I know that this is something that I want to experience and be involved in, I'll let it unfold."

I just knew it was the right time, and I signed up. I went through it and I loved every minute of it.

How has your life changed as a result of becoming a health coach?

My life is completely different today than it was three years ago. On the most basic level, my training taught me what it truly means to eat healthy, and it helped me understand my relationship to food.

From there, I learned how to relate to myself better and how to relate to others better. I learned how to get into rapport with myself and with what I want in life, and that completely changed my whole experience of life.

If I could put it into one sentence, before I was a health coach it was like I was totally turned off and numb to life, I was in a soul-sucking job and working all these crazy hours. And now, as a health coach, it's like I feel alive every day.

Even my relationship with my husband is a lot different, in such a good way.



ASHLEY WILSON

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What kind of clients do you work with?

I started off working with both men and women who were busy executive types, because that's part of what I was in my old life. I helped them clear up their physical experience around food, because I really believe that when you first clean up that physical experience then you can even see more what you want in life. But if your physical health and energy isn't good, it's kind of like you're too weighed down to see something more for yourself.

Now I have a business partner, and we focus on women who are motivated to play a bigger game in life, but they know that something is holding them back, whether it is bad behaviors around food, or the various blocks that we all have. They know they feel stuck and they want to move forward in some aspect of their life.

What has surprised you most about what really gets results for your health coaching clients?

What was most surprising was discovering that the most basic exercises we do can be the most powerful. For example, we learned from you that when we first start working with a client, we need to help them identify and clear up any clutter in their life - so they can create space for their transformation to occur. I found that if you don't do that up front, you're kind of setting the client up for failure.

This is actually has been a huge learning for me these past two years, as well....to really be able to say no to things that clutter my life and create attention and intention for what I truly want.

We teach our clients that detoxing is a way to create space in your body and your life. When you get the toxins out and you create space in your body, that's when you find what nourishes you and what brings you joy and what really lights you up.

Do you worry about people taking you seriously as a health coach?

I definitely did, and my bank account would prove that two years ago! I was constantly, constantly, constantly investing in training programs because I just thought that I needed to know more.

I was also trying to figure what I liked doing and who I liked to work with. I even considered getting my Masters in Nutrition at one point, I considered doing positive psychology coursework, and all these idea would kinda pop into my head.

But then I found your Transformational Coaching Method, and I knew that had finally I found what I wanted to do every day. Transformational Coaching is what I believe to be the most powerful of all change work. Because you can get a plan from a nutritionist, but if your old patterns and behaviors aren't transformed then you aren't going to get any results.



ASHLEY WILSON

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CONTINUED: Do you worry about people taking you seriously as a health coach?

It's incredibly powerful to be able to shift thought and behavior patterns for clients, to have them see their lives or their experiences in a new way. That's where the power is in coaching. Once clients experience the Transformational Coaching work, they're sold.

What is the biggest obstacle that you have faced in your health coaching career and how did you overcome it?

My biggest obstacle was focus. I have such an interest and passion for personal growth, whether that's yoga or positive psychology, or mindfulness, anything and everything in that space. Every day I'm like, "Oh maybe I'll do that training, maybe I'll do that, maybe this shiny object will help me get what I need..." And so I would spread my focus all over the place.

But what I found is that at the end of the day, if I'm not helping people, if I don't have clients, if I'm not attracting clients, then I'm not really out there doing what I want to do, and helping people I want to help.

So for me, I try to focus on one word describes how I want to feel or who I want to be in the world for next year, both in my business and as a person.

What advice do you have for someone who is considering becoming a health coach?

My first suggestion is to understand really why you want to be a health coach. For some people it might be just a personal journey, they might just want that foundational education for themselves, and that's great.

Some people will want to work with clients, one on one, or in a corporate setting or a school. Really imagine what you want your day-to-day life to look like, and then also finding out what it will take to make that happen.

I think it also helps to understand the kind of coaching you want to do. I feel like now - for me - it's the deeper work of behaviors, intentions and patterns.

You might also want to consider if you want to work by yourself, or with a partner. Last year I went into business with a partner. We have skills that are complementary, and it's nice to have two brains together. We have helped each other grow personally and as a team.



CAROL WILLIAMS

CINCINNATI, OH

Free spirit, mother, wife, coach,
yogi, radiant, everlasting soul

Hours per week: 0 - 25 (whatever
I want)

Paid per client: \$197

Who do you work for?
Self-Employed

How did you know health coaching was right for you?

Before I was a health coach, I was a stay at home mom. I quit working as soon as I had my first child, and I stayed at home for ten years. And I decided that after ten years it was time to do something for me, it was time to take a different turn in my life.

I had a feeling that health coaching was right for me because I knew my approach to wellness and health and eating than the people around me in my community.

I was just very different, so I was searching for a community of people who were like me. And I wanted to learn more and go deeper about this mysterious, fascinating world of health coaching. I also thought that if I could help other people be well in whatever they're going through, then that's just icing on the cake.

How did you know when it was the right time to start your health coach training?

That's funny that you asked that, because I think it was my intuition that just said, "Go! I don't know much about this, I don't really know what exactly it even entails, but you just gotta go, you've just gotta trust!"

And I had been struggling with a couple of my own health issues. I was a really healthy person, but these things kept popping up. It was like clues and signals that something wasn't quite right, and it wasn't just my physical health, there were other things going on.

Part of it was that I had been giving, giving, giving to my family so much for ten years, and I just needed something for me.

How has your life changed as a result of becoming a health coach?

In innumerable ways! First, I learned that I'm not alone. There are other people out there that want to live this way, that want to be healthy and holistic. Second, I've gained confidence in myself because I've learned so much about myself. Health coaching is very much a personal journey, very much about self expansion and self growth.

I learned to push myself out of my comfort zone, that's been really powerful. And I've gained amazing friendships; the list goes on and on. It's positively affected every area of my life.

What kind of clients do you work with?

I work with clients that are ready for expansion and growth, and they kinda want a challenge. I particularly love working with people that want to delve into the area of relationship, and I love working with couples that wanna delve deeper with each other.



CAROL WILLIAMS

(page 2)

What has surprised you most about what really gets results for your health coaching clients?

I think the biggest surprise - and also the biggest reassurance - has been that it's really not about me knowing every answer to every question that may possibly ever come up. It's not about that—and thank god!

Sometimes it's the smallest idea or the smallest movement that helps the client make the biggest changes. As you guys say, "Small hinges swing big doors." And that is so true!

Do you worry about people taking you seriously as a health coach?

I worry more about me taking myself seriously. If I don't take myself seriously as a health coach, how can I expect someone else to take me seriously? It starts with me and my perceptions.

What is the biggest obstacle that you have faced in your health coaching career and how did you overcome it?

I think my own perceptions were my biggest obstacle. I had to learn that there is nothing in my way and that I can create this career. I'm the only one who would stop me from creating the grand vision in my head. I overcome this by being in a community of other like-minded individuals, working with coaches and mentors, and putting one foot in front of the other, and taking small action steps each day.

What advice do you have for someone who is considering becoming a health coach?

I would say follow your passion. If you get excited about health coaching, or living healthy, or holistic living, and you believe it's possible for other people, then I would say go for it. If you're scared, go for it. If you're excited, go for it. If you can make money at something you're excited about doing, and it makes the world a better place, then what's better than that?



ELIJAH SHELBY

SAN FRANCISCO, CA

Mom of a fabulous 3 1/2 year old letting everyone know that Food Can Change Your Life!

Hours per week: 20 - 25

Paid per client: \$97 - \$350

Monthly income: \$4,500

Who do you work for?
Self-Employed

VIBRANTLIVINGSF.COM

How did you know health coaching was right for you?

I don't remember how I first heard of health coaching, probably an ad online or through a friend. I don't know, but I knew it was right for me because I'm totally a crazy foodie who wants to be healthy, and I want all the people around me to be healthy, and I want the planet to be healthy. I'm crazy about all those things. And it was just the perfect way for me to feel juiced everyday about being the change I wished to see in the world.

How did you know when it was the right time to start your health coach training?

Great question! I don't think you ever really know for sure. I remember feeling like it was scary, and my brain was like, "there are a lot of reasons not to do this sort of thing!"

I remember really, really mulling it over, and my brain kept going back and forth, like "it isn't the right time, but I really want it, but it's too much money, but it's really calling to me...."

I was vice-president of sales for a winery, and when I got pregnant with my son, I knew I wasn't going to want to travel as much as I was required to for my job. So I enrolled in school, sort of planning to transition to health coaching so I could live my best life - for me and for my family.

How has your life changed as a result of becoming a health coach?

My life has changed so much. I think the best way I can say it is that I feel freedom and purpose every day now. I almost give myself the chills with that answer, because it's true. And how cool is that?

What kind of clients do you work with?

I work with awesome clients! When I started I worked in fertility, that was my niche. But after a couple years that became clear that wasn't where my soul wanted to go.

Right now my private clients are mostly emotional eaters, that's what is showing up for me. I have one group program called "The 28 Day Total Food Transformation" and it's pretty interesting, because I have men, women, old, young, married, not married, children, no children, gay, straight....I really have everybody in my group program.

Clients come into my group program for weight loss, or because they just want better health. But once I have them in my clutches, I get to talk about so many things. I really train people to get back in touch with their bodies, connect to how food makes them feel, we talk about environmental toxins and how we can detox them in our lives. We talk about beauty and what beauty is, and loving ourselves, seeing the beauty in others, and so many other things.



ELIJAH SHELBY

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CONTINUED: What kind of clients do you work with?

Once you get clients in the door with you, then you can plant all sorts of seeds for them. Which is important for me because I believe firmly that food is so much more than food.

What has surprised you most about what really gets results for your health coaching clients?

One of the biggest surprises about health coaching was that really listening to my clients had a healing effect on them. Sometimes I spent an entire sessions just listening. I recognized that they had the need to be powerfully heard.

I would say that the Transformational Coaching Method (TCM) training has really upped my ability to be a powerful listener, and it truly shifted everything for me as a coach. I can't overestimate how much TCM completely shifted my coaching - and my life.

Do you worry about people taking you seriously as a health coach?

I did. I'm married to a western medicine trained doctor, so the dialogue we've had about health coaching has been very interesting. He's a kind, intelligent, gentle and wonderful man, and he's very supportive of me. He's a scientist, and runs a research lab, and he will question me on some of my more alternative views. But I'm good at standing my ground, and I'm good at showing him the ways in which I'm talking about works. And once he saw all the results that my clients had, he was totally won over.

In fact, he was really surprised. I've thought about this a lot, and I'm not sure if it's cultural or what, but there's an underlying belief that you need to be a doctor to be a healer. It might not be those exact words, but you might feel like "I need to have my science down" or whatever.

But what I really get after health coaching for almost four years is that I know my stuff. Doctors cannot spend time with their patients healing them with food and lifestyle changes, because they don't have the time, and they also don't have the training. My husband will be the first to tell you that.

He's said, "I got like, 20 minutes of nutrition training as a doctor." And his colleagues will tell me that they don't have time to sit with a patient and help them know what to eat and how to cook it and all of that, because they can't. Hearing that has given me so much more confidence.



ELIJAH SHELBY

(page 3)

What is the biggest obstacle that you have faced in your health coaching career and how did you overcome it?

That's easy! My biggest obstacle, by far, was myself. For sure. I played really small and I had so much personal growth to do, through all my fears and my belief that I wasn't enough.

Because of the Transformational Coaching Method (TCM) training, I'm a different person and a different coach. That's how I got out of my own way. I mean that very seriously. TCM totally changed my life and how I do things. There is no way to overstate the power of TCM.

You can learn the tools to build your health coaching career, but if you're stopping yourself constantly, then it won't work. It's the same with health coaching clients. You can say "Try this for dinner. Use this meal plan." But the "how" is not the problem - it's the clients actually taking the actions that's the challenge.

When I use TCM with clients, the results are incredible. My clients are different without having to remember to be different. It's extraordinary.

What advice do you have for someone who is considering becoming a health coach?

This is my advice to you: Talk to other health coaches. Ask them about their days, ask them about their triumphs, ask about their challenges. It's good to do your homework a little bit.

But once you have, then the best advice I could give you is if you have a dream, you need to follow it. That voice inside of you is going to keep coming back, trying to get your attention.

Just like when I was drawn to the idea of health coaching, I hemmed and I hawed, but that voice kept coming back. "I wanna do this, this is what I want to do, I know this is what I want to do, and I just need to do it."

So I'm going to get a little spiritual here, but I'm going to say, just walk to the cliff - swan dive off - know that the hand of god is beneath you. You will be fine, and it's going to be the best trip of your life.



JANICE BERKENHEGER

RANCHO CUCAMONGA, CA

I am a wife, stepmom of two, and have a 9 month old granddaughter. I left corporate America in February 2008 to become a Pilate's instructor and opened my own Pilates studio in 2011. I am now a Health Coach and Life and Transformation coach certified at the Mastery level of the Transformational Coaching Method.

Hours per week: 2 - 3

Paid per client: \$4,997

Monthly income: \$1,133

Who do you work for?
Self-Employed

JANICEBERKENHEGER.COM

How did you know health coaching was right for you?

In 2008, I left my job in corporate to become a Pilates instructor. At the same time I started reading self help books and *The Secret*, things like that, and I learned about the laws of attraction. It really hit me that wow, my life can be different and better—it was such an amazing thing and it impacted me so much. And I began to think about teaching other people what I had learned so that their life can improve.

At that time, I didn't do anything with that because I started the Pilates business. But in 2012, I was reading a Pilates trade magazine and there was an article about a health coach. I didn't even know that you could do life coaching in realm of health. So, I read that article and I'm thought, "Oh my gosh! This is what I should do, I should be a health coach, it totally fits in with everything!"

Because one of the biggest struggles in my life has been my own relationship with food, so I wanted to be a health coach for my own healing. And I knew if I could conquer the yo-yo dieting and the struggle I was having, then I could help other people.

I was at a point in my life at that time that I would rather be fat and sick than do another starvation deprivation diet. I was just done. And I knew there had to be a better way.

How did you know when it was the right time to start your health coach training?

When you are working out with clients, the conversation always comes to, "What should I eat? How can I lose more weight?" But I didn't have the training to tell them, and I didn't feel like I was walking my talk. So I needed to do my health coach training for me, and I needed to do it for my clients. So I just knew, when the time was right I just knew. "This is what I'm doing, this is the time." So I just did it.

How has your life changed as a result of becoming a health coach?

My coach training has changed my life on so many different levels. I didn't realize how toxic the food was that I was eating, and even when I went to the grocery store and bought regular ingredients, I didn't realize that they were full of chemicals and garbage. Even when I thought I was eating healthy, I wasn't. So that alone was a big change right there.

So now I eat more nutritious food, and with the Transformational Coaching Method, I finally now understand why I ate the way I ate, what my cravings really were, and they were very deep, underlying emotional things that the sugar and the caffeine were numbing out. These were not things I could have probably figured out on my own. The TCM coaching and coaching tools are really what took me to those places to find that out.



**JANICE
BERKENHEGER**

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How has your life changed as a result of becoming a health coach? (CONTINUED)

And now on a day-to-day basis, I'm more relaxed, I'm at peace, I'm more confident in my life, in my body, I don't beat myself up, I don't judge nearly as much, everything is more balanced and easy in my life.

And I've been able to pass my nutrition information on...for example, my step daughter just had a baby nine months ago, and she's giving this baby healthy food that she wouldn't have known how to do this without me having this information.

That baby at nine months old is already way ahead of the game that I was in with my mom not knowing and just giving me what was out there. So that's really rewarding.

My marriage is just better and more fulfilling. My husband responds very well to the more relaxed, peaceful me. I gave up caffeine in October, and just all of a sudden on his own, he's like, "I'm drinking decaf now." I'm like, "Okay!"

He watches me make these subtle changes and if I'm happy with the results, he follows suit. So, I'm making a healthy impact on my husband too, which is a big deal, because our lifestyle with our peers generally has not been the most healthy lifestyle. A lot of our socializing and vacations we were all around food and alcohol.

So I was struggling with, "Gosh, I'm going to get healthy and be working out and he's going to be hanging out with the friends..." But he's so receptive. And because I know how to communicate better because of all my coach training, when we have conversations on any topic, our conversations are better because I can communicate better.

What kind of clients do you work with?

I work with women in their thirties, forties and fifties that have been yo-yo dieting forever - they've gained and they've lost, they've tried every diet out there, they're confidence is low, they don't feel beautiful, and their intimate relationships are suffering.



**JANICE
BERKENHEGER**

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What has surprised you most about what really gets results for your health coaching clients?

There are two things.

The first thing that surprised me is client commitment. I learned if the client isn't almost at a ten in wanting to change, they may not do the work. So when I talk to clients, I really look for the ones who are really ready.

The second is the mindset work. When I start working with a client, whether it's the start of the program to the end of the program, and also in the context of a session, I never know where that session is going to lead. From the moment I ask, "What's going well? How was your week? What do you want?" You just really never know where it's going to go. That's very surprising because the different triggers that people have for food and the things going on in their lives, you don't know until you start asking the questions. And so, that's really surprising.

More often than not, the coaching session really ends up not being about nutrition and eating. It ends up in their personal lives, in a much deeper situation. I work with a lot of clients that have lost their confidence and they are in long term marriages and the intimacy has kind of started to go away.

They don't tell you that right at first. They start with weight gain, because they don't know the weight gain is related related to their relationship suffering. So the coaching conversation almost always goes to different stressors in their lives in different areas where they are unhappy.

So you must, as a health coach, have a coaching methodology that allows you to coach on any topic because you just will. You're not doing therapy, but you have to be able to coach on any topic. Health coaching not just about fruits and vegetables.

Do you worry about people taking you seriously as a health coach?

Probably more so with some of my peer group than my clients. My clients know right away the way I show up for them, and from the very first conversation, that this is professional and I treat it very seriously as a business.

The other thing that's really helped me to be more confident is when I first started health coaching I was still struggling with my own food addictions. So I really didn't feel like I was walking my talk, even though I was trying, I didn't feel like I was genuine.

And I've had such a shift over the last year when I was learning the Transformational Coaching Method training that, now I'm walking my talk, and now I'm taking myself more seriously as a coach.



**JANICE
BERKENHEGER**

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What is the biggest obstacle that you have faced in your health coaching career and how did you overcome it?

“Walking your talk” was the biggest obstacle for me. That had been haunting me since I got into the fitness industry in 2008. Part of the reason why I got into the fitness industry in the first place was to help myself stay on track, and as I continue to get older, to stay fit and stay healthy.

So it was really a difficult struggle, because I am a pretty open and honest person. And if I’m saying that this is what you should do, this is how you should be healthy, then I need to be doing that too. On the other hand, I don’t expect perfection out of myself either. So, I cut myself a little slack.

The other thing from a business standpoint is that I was really gung-ho, and I was going to be a health coach, and I was going to have so many clients and I was going to set the world on fire. But then I realized, “wait, it’s my business, I can do it at my own pace.”

And that took a lot of pressure off, because I do run a successful Pilates studio. And what I realized is that I don’t have to spend fifteen, thirty hours a week coaching, I can have two clients at a time. I’m really enjoying coaching now instead of getting myself all stressed out. My coaching fits into my lifestyle.

What advice do you have for someone who is considering becoming a health coach?

Do it. Just do it. Look for a program that incorporates not only the nutrition side but the coaching and the business sides also, because you need all those things to complete the puzzle.



KARI SCHMITZ

ST. PAUL, MN

Cancer kicking mama of 3

Hours per week: 15 - 25

Paid per client: \$45 - \$999

Monthly income: \$2k

Who do you work for?

Self-Employed, partners with other coaches at times

BRAVECANCERMOMS.COM

How did you know health coaching was right for you?

I was trained as an occupational therapist, so I always had the mindset of wanting to help people. But it wasn't until I was diagnosed with cancer in 2011 — it was such a dark time, and I was searching for answers, searching for hope, and support, and community, and just someone who could help guide me along the way.

And there was nothing I found out there at the time. So it just felt right in my body and in my heart when I thought about wanting to support people who were going through the same experience that I had. I feel like I was given cancer for a reason, and as long as I could make something positive out of that completely miserable experience, then I was totally fine with it.

How did you know when it was the right time to start your health coach training?

I started my health coach training just five months after I was diagnosed. It was a short time, but it was long enough to know how low and unsupported and discouraged I felt with the answers that I was getting from my oncologist and in the medical community.

I just felt like there was such a huge gap in knowing what I could do to feel better, to have more energy, and just making sure that I was giving my body the best chance to fight the cancer. So when I started school, I wasn't in remission, I was still fighting cancer myself. But I just knew that there were answers out there and I wanted to find them myself, and then that jump-started my passion to help others too.

How has your life changed as a result of becoming a health coach?

It's been an amazing journey, and it's really given me purpose for what I do on a daily basis. I wake up every single morning so excited and ready to make a difference in the world. But it also started with me, because I feel so much more educated now on how to listen to my body, not only with what food fuels me or drags me down, but also in all aspects of my life, mind, body and soul. I'm just so grateful for the knowledge, so I can raise my three little kids with that information, so that they can feel happy and healthy.

What kind of clients do you work with?

I typically work with moms who are going through, recovering from or wanting to prevent cancer, if there is a strong family history. I feel like that is my calling. These moms typically aren't given a break in their daily roles, and the expectations on them.

So they has to be strong and continue to do it all. I want to help these moms, because moms already put ourselves last in regards to our wants and needs, so support is especially important if you are diagnosed or working through treatment. You know you just need to be coached so you can work on healing yourself in every way that you can.



KARI SCHMITZ

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What has surprised you most about what really gets results for your health coaching clients?

When I first started I really wanted to get my clients those huge kind of “Aha!” life changing moments all the time. But I’ve learned that it’s really just baby steps that get the results.

Maybe its helping them to eat more good stuff than bad stuff, like adding fresh veggies, or other cancer fighting foods, instead of saying, “You can’t eat dairy, and gluten, and meat, and carbs...” and on and on.

It’s also helping clients to look at the emotional side of why they’re making the decisions that they do in regards to the foods and habits in their life, so they can begin to understand why they’re doing what they’re doing and not just slip into mindless habits that aren’t serving them.

It’s about empowering clients, and knowing and believing that they CAN make changes.

Do you worry about people taking you seriously as a health coach?

In my experience, the majority of people I’ve been in contact with since I’ve started have a high regard for health coaching. Especially in cancer, it’s just so needed. And the fact is that some medical professionals at times do need education on the scope of our practice. I’ve had practitioners ask me, “What are you? What do you do?”

But, honestly, the doctors, oncologists, they’ve had so little education about health coaching and the nutrition aspects of dealing with cancer that they’ve all been very receptive and eager to get help for the clients that they’re working with.

What is the biggest obstacle that you have faced in your health coaching career and how did you overcome it?

Immediately after graduating, it was really just feeling like I wasn’t ready. After taking a lot of additional trainings that I probably didn’t need, I finally just realized that I needed to be a couple steps ahead of these women I’m trying to help. You know, to a kindergartner, a third grader seems to be all-knowing.

If I just make my clients feel supported, understood, cared for and listened to, I’m really doing my job. Of course I’ll share knowledge with them and inspire them to make positive changes in their lives, but above all I just want them to know that they’re never, ever alone. And even if I just do that one little thing, that’s going to make me feel like I’m successful.



KARI SCHMITZ

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What advice do you have for someone who is considering becoming a health coach?

I would tell them to just take a minute to be quiet and just visualize themselves health coaching, with their ideal client that they want to help. And then the only question you really want to answer is, “How does that make you feel?”

If this is something that lights you up and gets you excited, then go for it. By all means just listen to your gut and go for it. You don’t need to figure out all the details, just take the first step, and it will fall into place.



LINDA KOCHIU

FRANKLIN, WI

Wife and mother of 2, ex-banker of 30 years who has always had a passion for Health & Wellness. In my spare time I love spending time with friends & family, going on vacations, and learning new things.

Hours per week: 30 - 40

Paid per client: \$1,182

Who do you work for?
Self-Employed

LINDAKOCHIU.COM

How did you know health coaching was right for you?

I worked in a bank for over thirty years. I actually started in my senior year in high school - I went to school half day and I worked the other half and did that through college. It wasn't my dream job - I had always wanted to be a teacher, but it didn't turn out that way.

I just kept progressing at the bank and the next thing I knew, thirty years had passed. The biggest thing I learned in that working experience is how you can live your life so unconsciously. You just keep working and time keeps moving and before you know it you're saying to yourself "Oh, my gosh, my kids are sixteen and eighteen. I remember when they were babies!"

I decided that I really wanted to enjoy and pause long enough in my life to take in what was happening. I knew needed something more.

I ended up finding out about health coaching because my 14-year old daughter was diagnosed with Polycystic Ovarian Syndrome (PCOS). We really struggled to find solutions for her. We tried working with a nutritionist, a gynecologist, her pediatrician...but nothing helped until we found a health coach and I started to get educated on the tools that would help us live a healthy and successful life.

Because of that experience, I developed real a passion to help other young adults and mothers who were experiencing this challenge.

How did you know when it was the right time to start your health coach training?

The banking industry was really changing at the time, and the bank I worked for wasn't doing very well. One day I took a half-day off work, for kind of a mental health break - and I saw this school come up online. The timing felt right and I enrolled.

After that, I was offered a severance package from the bank, and I took it. And that was the start. I knew I had this passion, and things were just falling into place. I love working with people and I felt that so many of the skills that I used in my role at the bank really transitioned perfectly into health coaching.



LINDA KOCHIU

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How has your life changed as a result of becoming a health coach?

My daughter's doing great. It took about nine months for her hormones to get back in balance, and she released a bunch of weight. She has her self-confidence back, she's in her little jeans again. Her doctor is super impressed and she really is doing wonderfully.

As far as my family goes, it was an adjustment for me to start my own business. But it was also an opportunity. Both of my kids got jobs; they don't even ask my husband or me for money anymore. They've learned the value of a dollar, and they've become totally different kids.

My husband, too. At the beginning, he really had a hard time seeing me as a health coach. He had known me for thirty years as a bank training manager, right? And he had a hard time seeing this as a career or profession. He said, "Health coaching is a hobby; you don't get rich off of a passion." But now, he just helped me plan my whole business for the next year. We meet every Sunday, and he uses his technological expertise to help me with websites and Twitter – he's been a huge support.

Plus, our family eats healthier now, and we're so much more conscious about how we're living. So things have changed quite a bit in a wonderful way.

What kind of clients do you work with?

My daughter's pediatrician was so supportive of me that he refers clients to me. So I'm working with young adults who are around thirteen, fourteen years old. Sometimes I meet with the parents as well, because they need knowledge and support too.

What's so great is I've been exactly where those parents are. I've experienced the same challenges with my daughter, and it's wonderful to be a support for them. I just love the work I'm doing.

What has surprised you most about what really gets results for your health coaching clients?

Being flexible to the clients' needs. I mean, you can prepare for a session, but the session becomes about whatever the client needs at that moment and at that time.

I had to learn to go along with that. I can't tell you how many times I have used the Transformational Coaching Method (TCM). I don't even know what my sessions would be like if I didn't have the TCM tools to use. They come into play all the time.

In fact, I had a client who was an emotional eater. We started with the food stuff, and it just wasn't working. She kept waking up in the middle of the night, wanting to eat, and she wasn't even hungry.



LINDA KOCHIU

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What has surprised you most about what really gets results for your health coaching clients? (CONTINUED)

So we totally shifted focus, and now all I'm doing with her is Transformational Coaching. We're not even talking about food right now because she's not ready for that. We need to transform her underlying beliefs first, and I have no idea how I would do that without TCM.

So the biggest thing that's surprised me is that you can plan and prepare, but it doesn't really matter. You have to have the coaching skill to work with people on any topic that comes up for them. You can't push an agenda around food - you have to meet your client where they are.

Another thing that surprised me - because I was going back to school and changing careers, I really doubted that I knew enough to help people, and my confidence was low. But it's amazing, you know so much more than you give yourself credit for.

And once you have a coaching methodology that works on any topic, you can trust yourself because you know you can handle any coaching situation.

What's so important to learn about health coaching is that it's not always about health.

Of course, you do have to know health information. It's not that that's not important. It's just that when you're in the real world, working with real clients, it's much less about that than you think it will be when you're starting out as a health coach.

Do you worry about people taking you seriously as a health coach?

The problem really wasn't with everyone else; it was with me! Until I got over the fear of taking on a whole new career at fifty years old....I mean, I totally changed my career and my comfort zone! Finally I just said, "This is who I am. I'm not a banker anymore."

When I finally got my head straight and got my confidence up, that's when everyone else around me started reacting to me differently, including my husband. I didn't really have his support until I actually started believing in myself and proving to myself that this is who I was now, and that I had everything I needed to be successful.

The other thing that's really helped my confidence has been the support I get from the Holistic MBA community, You need your support group. I keep in contact with several other health coaches, regularly, just to keep each other on track. Those relationships, attending classes and attending conferences is hugely helpful.



LINDA KOCHIU

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What is the biggest obstacle that you have faced in your health coaching career and how did you overcome it?

Trusting the process was tough for me, because I come from a corporate background, and we planned everything. And what I discovered in health coaching is that there are some things you can't plan. Some things you just have to trust.

I don't have all the answers and I won't know all the answers, so at times I have to trust. I have this saying that goes like this: "I trust. I surrender. Show me the way."

I always had a vision of where I was going and I have a vision of what I want to do, but you can't control every part of how that vision shows up. What you find is that the answers come to you when you're ready for them.

So for me that was the big thing is learning to trust and quit worrying every day about where the money was going to come from, because you can sabotage yourself or paralyze yourself thinking that way.

What advice do you have for someone who is considering becoming a health coach?

Watch out for getting caught up in wanting every little thing to be perfect. I have this thing that we used in corporate life called "GEFCO", which means "Good Enough For Carrying On".

You could waste so much time reading, rereading, tweaking and over-thinking, so you just have to move forward, even when things aren't perfect. You have to move forward less with your head and more with your heart.

Which leads me to another tip, which is to get comfortable with being vulnerable. Because when you work for a company, you can hide behind that company. But having your own business, it's all you.

I also recommend just attending your classes. Just show up and engage with your community, your support group, people that are in the same boat with you, people of like mind. It will help you keep on track in your training, in your business, and in your own health.



SHERRY CAMERON

HOUSTON, TX

Nurse Practitioner and Wellness
Coach

Hours per week: 6 - 16

Paid per client: \$250 - \$1,500

Monthly income: \$1,500

Who do you work for? Self-
Employed, Independent
contractor as NP

AGAPEHOLISTICWELLNESS.COM

How did you know health coaching was right for you?

In the beginning I didn't know that health coaching was right for me! A friend of mine had signed up to go to school, and she was telling me that she had signed up and she kept telling me, "I just think you ought to do it, I just think you ought to do it!" And I'm looking at her like, "Yeah—okay." And then my husband at the time was like, "You might want to think about health coaching. That would be something you'd be really good at."

How did you know when it was the right time to start your health coach training?

Finally I sat down and started looking at really training, and paid attention to it, and decided that okay, I'll at least try, what else could I do but gain a lot of knowledge? And after the process of going to school, I started realizing that yeah, I've been talking to people and listening to people forever. People are drawn to me, and they're telling me their business whether I wanna hear it or not!

How has your life changed as a result of becoming a health coach?

My life really changed once I became a health coach, and especially after I learned The Transformational Coaching Method. What happened after that is amazing, because I learned how to believe in the process of coaching, I learned how to be myself, and I'm able to help other people learn to become themselves. Often people don't realize that they're not being themselves, they're this person that other people have created for them, and they're wondering why they're miserable.

What kind of clients do you work with?

My clients come to me for weight loss, and what they eventually start to understand is that their weight loss is not just about the food that they take in, although that is extremely important, but it's also about what they're doing spiritually, it's also about their relationships at home, with their friends, it's also about the way that they move, their physical activity.

Clients see that you have to address all of these things together, and if one piece is really off, you won't lose the weight. Because the weight can simply just be a burden of not expressing who you really are in all areas of your life.

What has surprised you most about what really gets results for your health coaching clients?

Well before I learned what great coaching really was, I thought it was about giving advice. You know, people tell you their problems, you tell them what to do, I thought that was the process. But what I found out is you really have to learn the questions to ask to help people think to realize what it is that they want, so that they can create their own reality. You don't want to create their reality for them, you want them to create their own reality, whether they want a great body, weight loss, more energy, or any change in their lives.



SHERRY CAMERON

(page 2)

Do you worry about people taking you seriously as a health coach?

I didn't really worry about being taken seriously because I'm a Nurse Practitioner in Emergency Medicine. It kinda changes the playing field for me because people expect me to know about health.

But sometimes I have to figure out whether I take ME seriously as a health coach. The fear sometimes will creep in and give me that worry of, "maybe you're just not enough". But the awesome thing is when I overcome that, and step into the reality of who I am, the world just has to watch out.

What is the biggest obstacle that you have faced in your health coaching career and how did you overcome it?

The biggest obstacle is understanding how to balance and begin the transition from the traditional medicine world of being a nurse practitioner and into the health coach world. So that's the process I'm in now, because my heart and my passion is truly in my coaching.

In traditional medicine, everybody wants you to see more patients, quicker. But I'm at the stage where I want to actually listen to people, although I'm supposed to be in a room with them for five seconds. I'm exaggerating a little, but the amount of patients that's expected to be seen in the process of a day, you can't do the patients any justice.

What advice do you have for someone who is considering becoming a health coach?

I would say sit down and write it out - write out your pros and your cons. Write out those things that you're passionate about, and then see if it actually fits into what we do as health coaches.

If you're looking to give somebody advice, don't go to coach training because that's not what we do. But if you are really interested in helping people help themselves and watching them grow, then health coaching could possibly be for you.

You also have to have the desire to help people to learn how to become healthy. Because there is so much conflicting nutrition information, and people think that they can get into a cookie cutter way of being healthy, but what works for me doesn't work for you. If I told you Carey, stop eating meat, what are you going to say to me? Take your vegetarian little behind away from me girl!

Some people need to eat meat! And there are a few of us that don't, and that's a cycle—right now I don't eat meat, but who knows, in six months who knows what will happen, my body might say, "Okay, I want meat now."



What advice do you have for someone who is considering becoming a health coach? (CONTINUED)

Health coaches have to let go of nutrition dogma and help people get into a conversation with themselves and their bodies, so clients can find out what works best for them, and stop getting lost in what everybody else says that they should be doing.

SHERRY CAMERON

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SUMMER BOCK

CHATANOOGA, TN

mountain biker, aunt, herbalist &
fermentationist

Hours per week: 20 - 25

Paid per client: \$28 - \$6,000

Monthly income: \$18,361.25

Who do you work for?

Self-Employed

SUMMERBOCK.COM

How did you know health coaching was right for you?

I was in college to become a doctor, doing all my pre-med stuff, and I was sitting in organic chemistry with a bar of chocolate and a latte, daydreaming about my future doctor's office.

I was imagining my patients coming in to see me, and sitting on that starchy paper on the exam table, you know? All these little fantasies, and then I pictured myself writing a prescription for my patient, and then it was like a record-scratch. "Eeeeeerrrrrhh!"

Because I honestly hadn't thought of that before that moment, and I realized that writing prescriptions for me was against my values. I had studied herbal medicine in the past, but I could never figure out how to take it off the ground and work with people.

And in that record-scratch moment, I went and did some research, and was led into the whole beautiful world of health coaching!

How did you know when it was the right time to start your health coach training?

I pretty much just went for it. It was such a strong instinct and such a strong pull, and everything about the idea of it was perfect for me. There was just so much there that I believed in, and always have, and that's what I was now going to get trained in. So, I used my student loans that I had for college for my health coach training.

How has your life changed as a result of becoming a health coach?

One of the big changes is that I do work that is rewarding, I love my work. The other way my life has changed is that I was really, really sick when I started doing my work as a health coach, and I had done a ton of research and personal experimentation to heal my own body, and I've just continued to do that work.

So, in some ways my work has led me into deeper healing for myself. I keep getting to a healthier state of being the more I do this work, because I have to maintain my stance as a role model for my clients. I don't have to be perfect, I don't have to be not eating ice cream or cupcakes, but I have to be somebody who does walk their talk, or somebody who can stand up and say, "Yeah, I eat ice cream and cupcakes sometimes."

Health coaching has really taught me so much about being authentic and being real.



SUMMER BOCK

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What kind of clients do you work with?

I mostly work with what I call “Nutrition Nerds”. That’s my favorite group of people to work with. People who have been eating clean for a long time, but are still struggling with diseases and health concerns.

I work a lot with people that have gut-based illnesses, and I tend to work with a lot of health coaches as well who are struggling with their own health issues and need support.

What has surprised you most about what really gets results for your health coaching clients?

I think I’m most surprised by the mindset stuff. I thought at the beginning of my health coaching career that it would be all about the cleanse or the gut rebuilding program, or the fermented foods they need to eat or the super foods.

But now I’m convinced that it’s more about my confidence as a health coach to hold clients accountable and really go to deep into those tough mindset spots with them that most coaches won’t go to, or don’t know how to go to.

I’m also really good at finding what clients need to work on that will make the biggest impact and have the most change in their lives. I call that finding the “power moves”. So I’m an excellent strategist for my clients. I love coming up with plans that will help them to make those power moves be effective.

Do you worry about people taking you seriously as a health coach?

I did, but I don’t anymore. Because now I just feel strongly that this work is powerful enough on its own. It doesn’t necessitate becoming a doctor in order to effect change. And there was a long time where I really believed that, I was like, “Uh, I’m going to have to become a doctor to really do the work I want to in the world.”

But the more I work as a health coach, the more I realize that I’m actually in a really powerful position, because I don’t have protocol that I have to follow through, I don’t have to prescribe a certain thing, I don’t have to spend only a certain amount of minutes with them in the office. I have flexibility, and can work with somebody in whatever way they need.

I’ve developed my programs and the way I work with people over time to really reflect what I consider to be the most effective ways to work with health coaching clients.



SUMMER BOCK

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What is the biggest obstacle that you have faced in your health coaching career and how did you overcome it?

The biggest obstacle for me was trying to figure out how to make money as a health coach. There were a lot of details that I didn't have a clue about. I worked as a health coach for a while, and then I had to go get a job again, and then I was able to support myself fully again as a health coach, and then I got another job, and now I support myself fully doing this work and I don't see myself ever getting another job again.

I feel really good about where I'm at and where my business is at. I did that by learning how to run a business while still expanding my expertise as a health coach. Holistic MBA was incredibly helpful with that.

In fact, I think the work I did in Holistic MBA was the biggest foundational work that I did in creating my business and getting really clear about where my niche was. And that made a big difference. Plus I've learned about so much about myself in this process, like just picking a school, and not giving up and finally really making it as a health coach.

What advice do you have for someone who is considering becoming a health coach?

Two things. First is that I would really advise future health coaches to focus on a niche. Because the more specialized you get, the more your colleagues will be able to promote and support your work. The more that you stand out amongst your colleagues and become a resource for them the faster your business grows. It took me years to get to that because it felt like the most uncomfortable, unnatural decision to make.

We all have big, lofty, great ideas that we're going to save people and save the world. And those ideas are wonderful, I think that's a really important part of what motivates us and keeps us in touch with our mission. But I would recommend really focusing on one part of health and wellness, the part that you feel like you could put your energy into for a long time.

My second piece of advice is that you have to stop trying to save people. You really have to learn to give your clients 100% of the responsibility to heal and take care of themselves. You can't take that on for them. Requiring personal responsibility and accountability from your clients is part of how they change.

You have to teach them that they're powerful and that the responsibility for healing is their own, and once they know that they can feel powerful enough to make that change.

I can be somebody's strongest ally, but only when I stop making their success my personal responsibility. It's the client's work.

The more I detach, but feel confident to hold them completely accountable for themselves, the more they can do that healing work. Once I learned this, I had clients showing up who really wanted to do the work.



DELANEY WRAY

AUSTIN, TX

Teaching yoga, outdoor activities, experimenting in the kitchen, event & wedding planning.

Hours per week: 10-15 hours

Paid per client:

\$1,495 for 90 days &
\$297 for the cleanse

Monthly income:

Depends on the month, but on average around \$2K-\$3K/month

Who do you work for?

I help women find their health path with confidence by guiding them through weight loss, establishing their natural energy, and helping them take steps towards lifestyle changes without deprivation or sacrifice.

How did you know health coaching was right for you?

I LOVE teaching and leading. I always have! When I started having an interest in taking classes on nutrition, I found HCI and realized that not only could I learn more about health through taking classes, but I could actually make money helping others with my knowledge! Every light bulb in my body BEAMED!

How did you know when it was the right time to start your health coach training?

There is no such thing as the “right time”. There is never the right time to start school again, dive into a new career, and start your own business! HA! I just let my heart lead and my feet followed!

How has your life changed as a result of becoming a health coach?

Well.... my boyfriend and I now have the freedom to move to Central America next fall! That’s pretty exciting! After I step fully away from my full time job this spring (wedding planning), I will no longer have to work for anyone else but myself! There is endless possibility ahead....

What kind of clients do you work with?

I work with women who are looking for a lifestyle change. Most of my clients know WHAT TO DO, it’s just having that encouraging accountability partner to seal the deal. I also work with a lot of women who struggle with food allergies/sensitivities. That is why my cleanse is SO popular!

What has surprised you most about what really gets results for your health coaching clients?

The 20% nutrition and the 80% habit change. My clients are so in their head about what nutrition & health IS and it takes talking about it to another person to help start melting away any anxieties they may have had about being “healthy”. Honesty and forgiveness within themselves is a giant success and hurdle to getting on the path to results.

Do you worry about people taking you seriously as a health coach?

Yes and no. YES, I have found that many people just think I’m selling a health product like many other people do these days. NO, because I take myself seriously. Others can believe what they would like. I have enough outward confidence and enthusiasm about what I do for EVERYONE to be curious and excited about health coaching!

What is the biggest obstacle that you have faced in your health coaching career and how did you overcome it?

Getting responses from people. People these days tend to lack the effort to respond to others unless they can do it by clicking a “Like” button, so I just keep moving on and try other avenues. If I don’t get a response on a Facebook ad (or Instagram, email post, Twitter, etc.), I move to another marketing plan or I pick apart the time



DELANEY WRAY

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I posted, the content, and who my audience was. Starting is the hardest part, but once you get that first client, it's just a snowball effect of happiness!

What advice do you have for someone who is considering becoming a health coach?

DO IT. If anything, you receive an IMMENSE 8 months of learning about yourself! I wish I could do that program over and over again! HCI prepares you for any path you want to take with health coaching. I will forever recommend this program to anyone and everyone - no matter where you're wanting to take your health journey!



GINA BOWEN

WALNUT CREEK, CA

Hours per week: 25 hours

Paid per client: \$2,000

Monthly income: \$3,000-5,000+

Who do you work for (niche)?

I help women with chronic health issues double their energy, feel stronger, and move forward in their life with confidence and purpose!

How did you know health coaching was right for you?

I am finally following my lifelong passion of making a direct impact on people's lives using health as a gateway to bring balance, joy, and purpose to all areas of their lives.

How did you know when it was the right time to start your health coach training?

I knew it was the right time to start my training because I was done living a mediocre life. I have had a great life and was happy, but something big was missing. I read the book "Anatomy of a Calling" by Dr. Lissa Rankin and it was my validation and "my lightbulb moment" that it was time to take action and follow my calling. I couldn't waste another day. I finally understood that there was never going to be the "perfect" time.

What kind of clients do you work with?

I mostly work with what I call "Nutrition Nerds". That's my favorite group of people to work with. People who have been eating clean for a long time, but are still struggling with diseases and health concerns.

I work a lot with people that have gut-based illnesses, and I tend to work with a lot of health coaches as well who are struggling with their own health issues and need support.

What has surprised you most about what really gets results for your health coaching clients?

That the biggest AHA moments come from what I call "sitting in the pause" when I ask the same or similar question over and over and allow the client to go deeper and reflect without needing to fill in the silence and give more information. This has been my greatest area of growth as a coach.

Do you worry about people taking you seriously as a health coach?

Not at all! I know the value of health coaching and not everyone will be at a point in their path to understand and I recognize and appreciate that.

What is the biggest obstacle that you have faced in your health coaching career and how did you overcome it?

Oh this is easy, to ask for money for what I do and to increase my fees. It is getting easier as I gain confidence as a coach and see that the results are priceless for my clients. I now understand the value in investing in one's self and how this alone commits the client to themselves in ways they have often never done before.



GINA BOWEN

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What advice do you have for someone who is considering becoming a health coach?

Follow your intuition and take action on following your dreams! One more day spent not following your passion is just one day further away from living your life with purpose and fulfillment! There is no better time than now to say “YES!” to You! And when you do say yes, you will have an amazing tribe to support you, so you will never be alone on this journey.



JEAN PROMINSKI

SEATTLE, WA

Hours per week:
20 hours

Paid per client:
\$297 - \$1,497

Who do you work for (niche)?
Creative people

How did you know health coaching was right for you?

I have always had a passion for health. I had a friend who had gone through the TCM and Mastery programs. She's the one who turned me on to this wonderful world! I had also been turned onto the work of Louise Hay. I love that HCI blends together the mind body spirit connection in a way that continues the conversation that Hay and others have been teaching.

How did you know when it was the right time to start your health coach training?

I had been struggling trying to figure out who I was as an artist. One morning I woke up and wrote down all of my role models. It became evident that I wanted to blend health and art together in this way.

How has your life changed as a result of becoming a health coach?

I had been struggling trying to figure out who I was as an artist. One morning I woke up and wrote down all of my role models. It became evident that I wanted to blend health and art together in this way.

What kind of clients do you work with?

Artists, writers, spiritualists, other types of creative people.

What has surprised you most about what really gets results for your health coaching clients?

Setting up the conditions for success. It's not so much about discipline and willpower as it is about listening to what your body is craving.

Do you worry about people taking you seriously as a health coach?

No. I trust that the clients I attract will know the value I bring. If someone isn't ready to take personal responsibility for their health, they won't take me seriously and that's ok.

What is the biggest obstacle that you have faced in your health coaching career and how did you overcome it?

My biggest obstacle is going out and doing talks. I have a hard time being the verbal center of attention. I am working on overcoming it through being an active member of Toastmasters. Networking events are also challenging but I've loved Carey's advice to trust I will be guided to the 2-3 people who are the most important for me to interact with.

What advice do you have for someone who is considering becoming a health coach?

You must be ready to practice what you preach. In my opinion, the real work with being a health coach isn't about the phone calls, the marketing, the business logistics... it's about the transformation we are leading ourselves through. You can only take your clients as far as you're willing to go.



GREG TEHA

EDMONTON, CANADA

Hours per week:
20-30 hours

Paid per client:
\$97-\$1695

Monthly income:
I'm just starting out and although I have a handful of clients, I don't have an accurate monthly average.

Who do you work for?
Self employed

How did you know health coaching was right for you?

I knew health coaching was right for me because of where I was in my life, a coaching career had intrigued before, and now it felt right for me at a unique place in life. I sure knew what I didn't want anymore.

My family tree is riddled with anxiety, depression, alcoholism and health issues, so I have my own experience with and understand how suffering can persist. I was upset and scared about the way I had been living life because I understood that my choices, habits and behaviours contributed to my own health and lifestyle stress. That stress threw me into a cycle that fueled my own physical, mental and emotional health upset. I finally stepped into myself enough to ask "what are you doing," and "what are you going to do about it?" Fortunately, I had an answer, and it was a good one, "take responsibility for myself and get my sh*t together!" I didn't want to stay where I was, it wasn't fulfilling, life is about moving forward and we're meant to grow so we have something to give. I decided I'm done with it all, the fast lifestyle and career that had been holding me down personally. When I came across health coaching I was like is that even a thing? When I looked into it, I started to totally see how it could be for me, a lucrative career where I could step-up and express myself by sharing my experiences while helping others...HECK YA!! It attracted me, especially knowing how I soooo could have used a health coach myself, I was smitten. This was it, the chance to take care of myself and show up in a way I had not before, to create a career and lifestyle I love while sharing it with the world so they could do the same. Yes please!

I felt so strongly that health coaching was right that that I put myself, my family and pretty much everything I had worked for up to that point on the line when I and decided to go for it.

How did you know when it was the right time to start your health coach training?

In 2015, the long-term engineering contract where I had been working as a Controls System Technologist ended, I had just cleaned up my own act around the addictions and alcoholism that I was struggling through, I started to better understand what turmoil can ensue through disease and illness brought about by lifestyle choices. I had just come up for air after suffocating myself and created new space in my life by letting go of what no longer served me. I was inspired to do something new for my family our future. When work did complete, I took two months off to be present at home, take the kids to school and such while I focused on self care and personal growth, I had all sorts of side projects and learnings that I had previously started and stopped that I jumped back into. I was investing in myself, tidying up undone odds and ends in my life, meeting new people, brainstorming new ideas and trusting that the path would appear. It was sweet, I hadn't lived like this ever, I was lit up from the inside, it felt light and life was flowing. That's when I started to think, "man how do I reverse engineer income back into this?" What I desired was a career that gave me the freedom to work from anywhere and have a meaningful business and that allowed me to live my dreams while having some fun in life again. When I discovered health coaching I found my answer and signed up to BHC a week later.



GREG TEHA

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Side note here, within those two months I had applied for another position in my previous line of work. I did the interview and was dreading making a decision had the job had been offered to me. A friend put it to me this way, “you’ve got a lot of runway left in life Greg” and that hit home for me. Although I was worried about income and security at that point, my gut was like noooooooooo! I felt that this was a unique opportunity, a chance to reset myself in life and I didn’t want settle for the same grind and stressful lifestyle I had been living for another 20 years or beyond, I wanted to do something that meant something to me. I look back now and cringe when I think about how life might be today if I was working in that position. I ended up not getting the job of course, I found out the same week I stumbled upon HCI and that sealed the deal for me. I haven’t looked back or questioned it since.

How has your life changed as a result of becoming a Health Coach?

A few months before I found health coaching, I started squaring up to the parts of my life that were keeping me down, I had initiated a giant shake up by deciding long addiction recovery was right for me and my aspirations. Then I had to decide whether or not to keep working in a career that wasn’t feeling good anymore. I had fully jumped into and started embracing health and lifestyle transformation, but life was in flux and I was completely uncertain about where I was going with these changes. Health Coaching became the “catch all” that I brought it together and focused me, it provided a way move forward with purpose.

Before, I was winning the game of “I’m so busy” and giving myself permission to carry on like everything was okay because it wasn’t...I was wound up tight outside, and a complete mess inside. The proactive routines that I had worked into my own health and wellness weren’t getting results, and many of the negative or completely destructive choices and behaviours that had become habitual continued on unchecked. I ate what I thought was healthy, did all the exercise and activity my body would allow and tried to listen to the smartest health advice, but each of these would eventually fade. I would get distracted with the “newer, sexier” way of eating or doing me so I never followed through with much. I was in miserable shape all the way around physically, mentally and emotionally.

Through the journey of becoming a health coach much of that upset is behind me, I’ve gone deeper than ever by learning about myself and what works for me, I found a tribe of health coaches that have modeled a new way of being to me, I’ve become student of life again while building habits that are sustainable and right for me. I’m feeling really good about my own health these days and people are noticing that I’m not the same guy anymore. I’ve found a connection to something greater than myself...it’s a healthy knowing that I’m doing something to become a person that leads by example and sparks inspiration and hope for others. Now I lead with love and curiosity, not fear or failure, I choose to not stay in suffering. I don’t hide out in shame and judgement anymore. I’m grounded, happier, and well equipped to teach others that real transformation is



GREG TEHA

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starting a chain reaction from within toward healthy lifestyle change. I show up differently now that I take care of me, I'm a health coach and I've experienced positive change in all areas of my life because of that.

What kind of clients do you work with?

I work with people who are ready to close the gap between “who they are” and “who they want to be” by discovering how their health and lifestyle choices, habits and behaviours are holding them back and inviting STRESS into their lives. Through a gradual process of self-exploration, my clients tease out a healthy, playful part of themselves that wants to be expressed. I guide them down a path of awareness to up-level the important “inner game” they play, helping them break free from what no longer serves their health and lifestyle. My people are willing to say “no” to undue stress, so they can say “yes” to fun healthy living that unlocks new possibilities in life!

What has surprised you most about what really gets results for your health coaching clients?

What surprises me the most is that clients mostly already know “WHAT” to do, but by considering “WHY” and “HOW” they do it, as well as “WHO” they are being...they get better results. When your choices, habits and behaviours are reflecting good inner alignment, it's a powerful place to operate from.

Do you worry about people taking you seriously as a health coach?

Yup, that did cross my mind early on. I know the way I've perceived health services and practitioners, trying to analyze what they were offering or verify what they were doing to determine if it worked or if it was for me. Trusting somebody else with yourself can be scary, it's a process right? I didn't have much background in health or wellness to start off with beyond my own experiences so that also had me concerned.

What I do know though, is that coaching and health coaching for sure, was a fast growing much needed career that is exciting and fulfilling in way I've never considered before. I've had the benefit of coaches and mentors in my life before and loved how they have helped me pivot and grow. I know coaching has moved the needle for me so I took it seriously. I believe coaching is a unique skill set that is used to effect change in all sorts of life areas, I want to hang my hat on the ability to master that skill set effectively and the “health” part is unfolding organically. HCI prepared me to step up and get serious about my coaching future, now I'm a certified health coach getting results for those who DO take health coaching seriously, and those people are loving it! I would invite those who don't take it seriously to be open to the RESULTS people are achieving when they put the right system, support and accountability in place while working with a health coach. From where I stand today, and seeing the impact that this incredible community is making, not worried at all.



GREG TEHA

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What is the biggest obstacle that you have faced in your health coaching career and how did you overcome it?

My biggest obstacle has been my belief system around what's possible for me in this lifetime. I came to health coaching "doing it my way" unchecked for a long time, and that was kinda working into a certain extent if we were to look at the outside results. But on the inside I felt constricted, complacent, settling for the ordinary... sleepwalking through life.

Through the BHC program, community, coaches and mentors I've been fortunate to work with, I started to understand that my belief system was creating my current experiences, and the experiences confirmed my beliefs, especially the self-limiting ones like "I don't believe in myself, I'm not good enough or I'm not enough period". It's like I was trying hard not to be myself, and that held me back from the man and coach that I've been dreaming of. It showed up in who I was being when meeting with people early on and I wasn't quite feeling it yet...neither were they ha!

The turning point was getting curious about my beliefs without judgement, that moved me in a way that hadn't happened for a while. I had my own support and accountability and I hung in there with those tough moments and emotions. When the road got bumpy I found that being uncomfortable meant I was up against something that would usually have me freaked out, caused stress and shut me down. What I didn't realize is that I was right where I needed to be because break-down often comes before break-through. This is where growth happens and obstacles are overcome! I started to open to possibility and just let it be, without expectation, control or forcing something to be a certain way. Remember "ghost riding" your bike as a kid and watching to see where it would end up...that's what I did here, just let go and let it happen. I found my voice as a coach, I play like a kid, I believe in myself and where I'm at in life. I know that I already have much to offer in service to others.

What advice do you have for someone who is considering becoming a health coach?

For those on the fence I would offer this, if Health Coaching is speaking to something inside of you, if you're ready to go deeper not wider in life...then listen to your intuition. You've read about the goodness that happens when you say "yes" to health coaching, I would ask this person to step into the feeling they have of say "no." What would it be like to stay right where you are and ignore this urge to grow and fulfill yourself further while helping people? I mean a career and life you love is not for everybody, but it's probably for you if you're still reading this.

If you do say yes, I would encourage you to be open in sharing any and all of your own experiences, knowledge and practices in the journey to uncover the coach you're meant to be. It's that uniqueness in combination with the coaching skills that'll attract clients that are as right for you, as you are for them. Be yourself, the path will appear.



GREG TEHA

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Take action and remember what's easy to do, is also easy not do. It's the small smart steps, done consistently over time that get results. Oh and there are going to be growing pains, treat failure as feedback that gives you a chance to course correct.



TIFFANY HOUSER

WASHINGTON DC

Hours per week:
10-15 hours

Paid per client:
\$1,997 for 90 Day Program

Monthly income:
Just coaching = \$1,164

Who do you work for (niche)?
Energy and Clarity

How did you know health coaching was right for you?

I love helping people and love sharing what I do and what I know. I have naturally been attracted to wellness and personal growth for most of my life. People always come to me for answers about their health, career, lifestyle, and goals, so I figured, let's do it the best way. I love being a SoulCycle Instructor and getting my HMBA in coaching was a perfect way to expand what I love and dive deeper into moving people's health and lifestyle forward.

How did you know when it was the right time to start your health coach training?

I was ready to invest in myself. I had the time and the resources and was ready to build my business.

How has your life changed as a result of becoming a Health Coach?

I am getting more clarity on my personal life and am so happy. Moving forward with my coaching business has allowed me slow down and appreciate everything I have and everything I already am. I am practicing the same things I work on with my clients. I am being coached which such a great asset to my coaching skills and my life. I am walking the walk and wish I would have done this sooner!

What kind of clients do you work with?

I work with professionals and entrepreneurs looking for a sustainable and happy work-life balance. Anyone who wants to balance career, social life, personal health and wellness, and is ready to go after their goals.

What has surprised you most about what really gets results for your health coaching clients?

Listening. Not giving advice, recommendations, meal plans, information, data, tips or tricks...just simply listening to what they want and designing my program for them to get it. This is not hard work, it is strategic and loving. My clients lead the way, I just have to follow them.

Do you worry about people taking you seriously as a health coach?

No, because if I worried what everyone thought, I'd probably never leave my house...lol. Honestly, if I dwelled on people taking me seriously as a coach, I'd miss out on the people who want to work with a coach like me. Each of my clients has found me...they were ready and they were serious about themselves. Plus, I believe in my service as a coach, nothing can rattle that :)

What is the biggest obstacle that you have faced in your health coaching career and how did you overcome it?

I was hiding for a while. I just starting my coaching business, and it took a few months before I came out declared to my community and network that I was coach. What helped me come out from hiding was being honest with myself, the work I'm going with my coach, and focusing on the Phases of Business HCI has laid



TIFFANY HOUSER

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out for us. These Phases helped me out a lot. This is where I was falling short with previous business ventures - I always wanted to scale fast, run before I walk, which always left the foundation of these businesses weak, leading them to crash and burn. I have now learned how to take my time, build my business step-by-step, and to also be ok with failure and setbacks along the way. The failure and setbacks are getting me closer to where I want to be.

What advice do you have for someone who is considering becoming a health coach?

If you enjoy listening to people, this is your path. So many people out there have not been listened to in a long time and are waiting for a coach to cross their path - they want to be heard. Most people know what they want, but they need your support and accountability to go get it. It's not about how much you know, it's about how much you care, and how much you can listen. HCI gives you the rest. Going through BHC and HMBA has been one of the best decisions in my life and I am so grateful to be part of this inspiring and empowering community.



REENA BHANDARI

OTTAWA, ON

Hours per week: 10 hours

Who do you work for (niche)?

I am working with people to “kick the sugar habit to the curb and reclaim their health naturally”.

I have named my business “Realfoodrealyou” Reclaim your health naturally.

So far I have been working with clients that eat mindlessly.

How did you know health coaching was right for you?

I am well versed in Western and Eastern medicine. I have been passionate about helping people and learning and teaching about herbs, spices and natural remedies. Having come from India, I have used a lot of Ayurveda remedies for myself. I have become healthier than ever in my life by making changes to my lifestyle. I love to cook and experiment with healthier options . I love to grow my own food when possible and I love helping people.

How did you know when it was the right time to start your health coach training?

In July of 2016 I received a call from someone at Health Coach Institute explaining what the course would be about and without pressuring let me think about it. When I realized I could use this course not only to further my own education and health but I could also develop a career and help so many other people; I immediately signed up.

Having gone to the retreat in Nov 2016, I fell in love with the concept of “Spark the change” and the supportive behavior by all the success coaches. I feel so lucky to have met all the positive people on this journey thus far.

I am recently licensed in Canada with “Canadian Association for Integrative Nutrition” for health coaches.

What has surprised you most about what really gets results for your health coaching clients?

The most important thing that has surprised me is the combining of the Eastern and Western techniques in this program to help the clients.

Do you worry about people taking you seriously as a health coach?

I feel quite confident with the knowledge I have and I obtained through this course. I don't worry about being taken seriously. The knowledge provided is so factual and evidence based and combined with ancient Ayurvedic techniques, I am in awe and happy. I feel as a practicing nurse I can explain client both sides of the coin.

What is the biggest obstacle that you have faced in your health coaching career and how did you overcome it?

My biggest challenge was to convince my family I wanted to change my career after 30 years and have their support but seeing my passion and my persistent actions, they have started supporting me and it feels great.

What advice do you have for someone who is considering becoming a health coach?

My advice to someone wanting to join this course would be, “don't think twice and join the tribe” I have never met so many positive people under the same roof and I can't believe how detailed the sessions and demos are



and it is so easy to follow through with the material. I wish it was this easy and fun in university.

Can you share any feedback you've received from your clients?

"I wanted to share an awesome testimonial about Reena Bhandari. She has been a great coach and has helped me revisit those things that are important in my life. Not only did she have great recommendations about food and energy boosting drinks that have really helped, she helped me personally. As I was going through a rough time in my career, she assisted me in redirecting my priorities. She is positive and compassionate. I have since left my previous toxic job and find myself in a much better place both physically and mentally. I'm thankful to have worked with her. God is so good, He placed her in my life for a reason and I am so thrilled to have worked with her. I can be a better mother, wife and overall person when I'm at my best. Thank you!!!!

-Be the change you wish to see"

Roseanne R

REENA BHANDARI

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HEALTH COACH INSTITUTE
spark the change

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